



2nd Nordic International Business, Export Marketing and Tourism Conference 2020: Bi-annual Conference Proceedings – Book of Abstracts

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2nd Nordic International Business, Export Marketing and
Tourism Conference 2020: Bi-annual Conference Proceedings –
Book of Abstracts

7th-8th November



2nd Nordic International Business, Export Marketing and Tourism
Conference 2020: Bi-annual Conference Proceedings – Book of
Abstracts,
held on Zoom,
November 7-8, 2020.

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Editor:
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School of Economics and Business Administration,
University of Tartu, Tartu, Estonia
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dcoudounaris@gmail.com

**Note: The conference event will be performed on Time Zone Nicosia/
Helsinki/ Athens/ Tallinn GMT+2 hours**

**For our conference participants, we provide ZOOM facility for the
event**



2nd Nordic International Business, Export Marketing & Tourism
Conference 2020: Bi-annual Conference Proceedings – Book of
Abstracts

7th-8th November

**Sponsored and supported by
International Journal of Export Marketing (IJEXPORTM) of
Inderscience Publishers, and Nordic Journal of Tourism (NJT) of
Inderscience Publishers.**

A Welcome from the Conference Chair

It is my pleasure to welcome you all to Nordic International Business, Export Marketing and Tourism Conference 2020 to be held during 7th to 8th November. I hope you will have a fantastic stay and memorable conference experience.

The conference offers a platform for academics and doctoral students to share their research. Therefore, I am delighted to present a two day-long programme focused on International Business, Export Marketing and other issues. There are twenty-three competitive papers, ten presentations by keynote speakers. Finally, there are also four PhD proposals that are included in the programme.

I would like to thank all participants who had the time to prepare their papers for this conference and hopefully, they will continue to present their papers to this event in the coming years.

The best papers from the conference will be invited for a book publication by **Palgrave** entitled **Themes in International Business, Export Marketing and Tourism**. In addition, submitted papers will be considered for two special issues of the **International Journal of Export Marketing (IJEXPORTM)** and the **Nordic Journal of Tourism (NJT)** both published by Inderscience Publishers. The first issue is entitled **Perspectives on International Business and Export Marketing** while the second issue is entitled **Perspectives of Tourism Marketing**.

Inderscience Publishers provides five awards to the best papers i.e. best paper of the conference, best paper in exporting, best paper in tourism, best review paper, best quantitative paper and best qualitative paper.

I welcome you to this conference and have a good time.

Cheers.

Dr. Dafnis N. Coudounaris
Conference Chair
Associate Professor (Visiting) in IB
Aalborg University Business School, Aalborg, Denmark, and
Visiting Lecturer
School of Economics and Business Administration
University of Tartu, Tartu, Estonia
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Sponsors:

Sponsor A



- 1) **International Journal of Export Marketing (IJEXPORTM)** is published by Inderscience Publishers.
- 2) **Editor and Editorial team:** The editorial board consists of 51 academics.
Editor-in-Chief: Dr. Dafnis N. Coudounaris
Associate Editors: Dr. Stanley J. Paliwoda
- 3) **Disciplines of interest:** *IJExportM* offers an international, peer-reviewed outlet for export marketing, which is an increasingly important research topic mainly because exporting largely deals with marketing-related issues (foreign market selection, marketing strategy adaptation, export-overseas distributor relations) and its multifaceted character makes it possible to enrich the field with insights from different theoretical and practical perspectives. Exporting is also the most common way for smaller-size firms to enter international markets, since, compared to other foreign direct-entry modes, it involves fewer resources/costs and lower risks.
- 4) **Key research topics of interest**
 - Internationalisation strategies and stages
 - Pathways/approaches i.e. born globals, Uppsala model I, Uppsala model II, networks
 - Export performance of firms and related constructs
 - The export-import relationship and unethical behaviour
 - Export marketing (stimulation/motivation, barriers, strategy, standardisation vs. adaptation)
 - Export sales management
 - Export promotion programmes and government export policies
 - Green export marketing
 - Attitudinal studies of managers in different export market environments
 - Country-of-origin and constructs relevant to exporting
 - Corporate social responsibility and supply chain management related to exporting/importing

- Theoretical studies (resource-based view, transaction cost approach, institutional theory, eclectic paradigm)
 - Studies of managers related to importing
 - Meta-analyses on various modes of entry
 - Modes of entry other than exporting, e.g. franchising agreements/licensing, FDIs, divestments
- 5) Number of issues per year and number of papers per issue:** 4 issues per year, 5 papers per issue
- 6) Special issues per year:** 1-2
- 7) Submission procedure (online with link to website):**
http://www.inderscience.com/info/inauthors/author_submit.php
- 8) Review procedure:** Each article is usually sent to 3 reviewers and the review procedure takes 2 to 3 rounds depending on the quality of the written paper.
- 9) Average review duration (i.e. time between submission and editor's answer to author with reviews)**

Category	2015	2016	2017	2018	2019	2020
Days to publication	193	156	179	128	124	127

- 10) Desk rejection policy and duration:** Within one week the authors see on-line whether their paper goes into the review process.

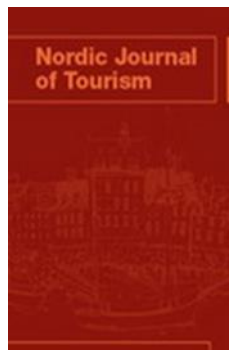
11) Acceptance rate (overall) %

Category	2015	2016	2017	2018	2019	2020
Acceptance rate	72.7	50.0	54.6	71.4	72.2	36.4

12) Accreditations

IJEXPORTM has got recognition by Finnish List (JUFO1, Scientific 1 Level), Norwegian List (Scientific 1 Level), USA List (Cabell's directory) and is listed in the Polish List (ICI Journals master list database for 2019 - Index Copernicus). Next year 2021 I am expecting that *IJEXPORTM* will enter SCOPUS List and the Emerging List of Web of Science. Inderscience Publishers has applied for the ABS list of 2021.

Sponsor B



1) Nordic Journal of Tourism (NJT) is published by Inderscience Publishers.

2) Editor and Editorial team: The editorial board consists of 31 academics.

Editor-in-Chief: Dr. Dafnis N. Coudounaris

Associate Editors: Dr. Peter Björk

3) Disciplines of interest: *NJT* is an open access journal that offers an international, peer-reviewed outlet for tourism studies with a focus on Nordic countries. The journal is an effective channel of communication between policy makers, government agencies, academia, research institutions and firms in Nordic countries concerned with tourism and hospitality services. *NJT* also aims to promote and coordinate developments in the field of Nordic tourism to other destinations, e.g. Mediterranean countries.

4) Key research topics of interest:

- Nordic tourism marketing and management
 - Environmentally responsible behaviour, environmentalism, green purchasing decisions and environmental consciousness in tourism
 - Eco-friendly tourism attitudes and behaviour, theory of planned behaviour; trust, commitment, loyalty and tourist satisfaction
 - Online review management
 - Memorable tourism experiences, co-creation of tourist experiences, emotions, behavioural intentions, happiness and satisfaction
 - Subjective well-being (quality of life, happiness, life satisfaction)
 - Food tourism, rural tourism and wellness tourism (spas, healthy life)
 - Sustainable tourism and ethicality in tourism
 - Nordic countries' tourism, hospitality in tourism (restaurants and hotels as means of tourist satisfaction), package tourism versus high-quality tourism
 - Nordic sports tourism, spa and conference tourism, boat and yacht tourism, beach tourism, swimming and sunshine tourism

◦ Nordic services marketing

- Measurement and expectations of service quality, service reliability and service/customer-dominant logic and customer relationship marketing
- Service relationships and service escape, service failure and recovery in a networked environment and sustainable and ethically orientated service firms

◦ Entrepreneurship topics in relation to tourism

- Decision-making logic, i.e. causation vs. effectuation in the tourism sector
- SMEs in tourism (hotels, tourist apartments, travel agencies and other service establishments) in relation to entrepreneurship
- Entrepreneurial decision-making as a tool for promoting tourism businesses
- Supply chain management of large global hotel chains in relation to entrepreneurship

5) Number of issues per year and number of papers per issue: 4 issues per year, 5 papers per issue

6) Special issues per year: 1-2

7) Submission procedure (online with link to website):

http://www.inderscience.com/info/inauthors/author_submit.php

8) Review procedure: Each article is usually sent to 3 reviewers and the review procedure takes 2 to 3 rounds depending on the quality of the written paper.

9) Desk rejection policy and duration: Within one week the authors see on-line whether their paper goes into the review process.

Keynote speakers

Keynote speakers of the conference are the following eleven distinguished professors, who will deliver their presentations in two sessions at the first day of the conference on 7th of November 2020, and three sessions on the 8th of November 2020.

- **Professor of International Marketing Dr. Peter Gabrielsson** from University of Vaasa will present the topic **"The Interface of International Marketing and Entrepreneurship Research"**.
- **Professor of Marketing Dr. Antonella Zucchella** from University of Pavia will present the topic **"The Speed of the Internationalization of Businesses"**.
- **Professor of International Business Dr. Marin Marinov** from Aalborg University Business School will present the topic **"FDI in Central East Europe"**.
- **Senior Researcher of International Business Dr. Tiia Vissak** from University of Tartu will present the topic **"Mature Born Global's Performance"**.
- **Professor of Marketing Dr. Metin Kozak** from Dokuz Eylul University and **Co-editor of Anatolia** will present the topic **"Recent Developments in Tourism Research"**.
- **Professor of Services Marketing Dr. Rodoula Tsiotsou** from University of Macedonia will present the topic **"Customer Journey Before, During and After Vacation in Social Media"**.
- **Researcher and previously Professor of Marketing Dr. Hannele Kauppinen-Räsänen** from the University of Vaasa will present the topic **"Mindful Masstourism"**.
- **Professor of Tourism Dr. Anestis Fotiadis** from Zayed University and **Associate Editor of the Journal of Tourism, Heritage & Services Marketing** will present the topic **"Smart Hoteling"**.

Presentations of Journals

- **Professor of International Marketing and Entrepreneurship Dr. Olli Kuivalainen and Associate Editor of International Marketing Review** from the Lappeenranta University of Technology will present **"Publishing at IMR"**. He will also present the paper „Heuristics and Biases in International Entrepreneurship: what and when?“.
- **Professor Dr. Domingo Ribeiro-Soriano** from University of Valencia and **Senior Associate Editor of the Journal of Business Research and Associate Editor for special issues of Technological Forecasting & Social Change** will present the key points for successful publishing in Journal of Business Research and Technological Forecasting & Social Change **"How to publish in JBR/TFSC"**.
- Finally, **Professor Dr. Trude Furunes** from Norwegian School of Hotel Management will present the **Scandinavian Journal of Hospitality and Tourism**.

Short Biographical Notes of each of the keynote speakers:

Peter Gabrielson

Professor of International Marketing

School of Marketing and Communications, University of Vaasa, Vaasa, Finland



Dr. Peter Gabrielsson is Professor of International Marketing at School of Marketing and Communication, University of Vaasa, Finland. He is also Adjunct Professor at Aalto University, School of Business. Peter achieved his doctorate degree at the Helsinki School of Economics (currently Aalto University). He lectures about global marketing management and international entrepreneurship. He has also successfully supervised a number of doctoral students. His current research interests include the globalization process of firms, born globals, international entrepreneurship, global marketing strategies, entrepreneurial marketing, digitalization and sustainable marketing. He has led several large research projects, for instance “Born Globals: Growth Stages and Survival” and “International New Ventures: Growth and Decision-making” financed by Business Finland, and published in journals including the Journal of International Marketing, Industrial Marketing Management, International Business Review, Management International Review, and International Marketing Review. He is editorial board member of Journal of International Marketing and Industrial Marketing Management. He has extensive experience in senior management positions at global ICT firms and continues to consult firms actively.

Antonella Zucchella
Professor of Marketing
University of Pavia, Italy



Dr. Antonella Zucchella is professor of Marketing and of Circular entrepreneurship at the University of Pavia in Italy. She has been visiting professor in various universities in Europe and the US and visiting researcher at Harvard Business School in 2019. Her research interests are in international entrepreneurship, small business management, sustainability and circular entrepreneurship. She published several articles in international journals and is also author of books on entrepreneurship. She has been awarded by International Business Review for the best article in 2018, she received the Emerald literati award for most outstanding paper in Multinational Business Review in 2017, twice awarded for the best paper in the International Business conference AIB. She has been keynote speaker in several international conferences.

Marin Marinov
Professor of International Business
Aalborg University Business School, Denmark



Dr. Marin A. Marinov is Professor of International Business at Aalborg University, Denmark. He has thought and conducted extensive research on both sides of the Atlantic and in Asia in countries including Bulgaria, the United Kingdom, the United States of America, Finland, Sweden, France, Austria, Germany, Portugal, Spain, Italy, Brazil, and China among others. His research interests include internationalization of business, management and marketing of multinational firms in general and internationalized firms originating from emerging economies in particular, areas in which he has researched and published at length over many years. In his research attention is given to inward and outward foreign direct investment to and from emerging economies in general and Central and Eastern Europe in particular. Professor Marinov has consulted for numerous multinational firms, such as Kraft Foods, and national governments, including those of Brazil, Pakistan and the Sultanate of Oman on country- and firm-specific strategies in the process of country and firm internationalization. He is Book Series Editor of the *Palgrave Studies of Internationalization in Emerging Markets* and *Routledge Frontiers of the Development of International Business, management and Marketing*. Among his recent book publications are the volumes: *Research Handbook of Marketing in Emerging Economies* (2017 with Edward Elgar), *Value in Marketing: Retrospective and Perspective Stance* (2019 with Routledge), *Covid-19 and International Business: Change of Era* (2020 with Routledge), *International Business and Emerging Economy Firms Volumes 1 and 2* (2020 with Palgrave Macmillan). Professor Marinov is on the editorial boards of a large number of reputable scholarly journals and periodicals. He has published twenty-two books, numerous book chapters and more than 90 academic articles in reputable scholarly journals.

Metin Kozak
Professor of Marketing
Dokuz Eylul University, Turkey



Dr. Metin Kozak holds a Ph.D. degree from Sheffield Hallam University, UK. He has contributed a wider range of articles in top-tier journals, conference papers in more than 40 countries and over 30 books released by international publishers. As a Research Fellow in 2005-2006, he was affiliated with the University of Namur (Belgium) and as Visiting Professor at Hong Kong Polytechnic University, Hong Kong SAR (2014-2015) and Bournemouth University, UK (July–August 2016). On the one side, he has involved in several tourism-based national and international research projects, particularly with my partners based in Europe and the US. Developing such partnerships has resulted in publishing quality journal papers, conference presentations and book chapters. On the other side, he has been invited as a guest lecturer to conduct seminars or lectures in more than 20 countries worldwide. He also has an extensive experience in taking parts in the organization of appr. 60 tourism and hospitality conferences and webinars. He acts as the co-editor of *Anatolia* and the Fellow of the International Academy for the Study of Tourism (Hong Kong), Tourist Research Centre (Austria), International Association of Tourism Experts (AIENT, Switzerland), and International Academy of Culture, Hospitality and Tourism (USA). His research interests entail quality management, benchmarking, destination marketing, and consumer behavior. His current affiliation is with Dokuz Eylul University, Turkey. www.metinkozak.net

Rodoula Tsiotsou

Professor of Services Marketing

Department of Business Administration, University of Macedonia, Greece



Dr. Rodoula H. Tsiotsou (Ph.D.) is currently Professor of Services Marketing at the Department of Business Administration, University of Macedonia, Greece. She is the founder and Director of the Marketing Laboratory MARLAB (<http://marlab ode.uom.gr/> and <https://www.facebook.com/MarLabUom/>) at the University of Macedonia since 2015. She is a member of the Board of Directors of Interlife (insurance company) and the Onassis Scholars Foundation. She is currently Visiting Professor, at the Hellenic Open University, and Athens University in Greece. Before entering academia, Prof. Tsiotsou worked in the professional sport industry and in the media industry as Marketing Director.

She is the author of the book “Sport Marketing” (2020, Broken Hill - in Greek), and the co-author of the book “*Services Marketing: Management, Strategies and New Technologies*” (2016, Broken Hill – in Greek, with Prof. G. Avlonitis and S. Gounaris) and the book “*Strategic Marketing in Tourism Services*” (2012, Emerald – in English, with Prof. Ronald Goldsmith). She is Associate Editor for the *Journal of Services Marketing* while she serves at the editorial boards of the *Service Industries Journal*, the *International Review on Public and Nonprofit Marketing*, *Tourismos* and *Central European Business Review*.

She has guest co-edited special issues for the scientific journals: *Journal of Service Management*, *Journal of Service Theory and Practice*, the *Service Industries Journal*, *Marketing Intelligence & Planning* and *Asia Pacific Journal of Marketing and Logistics*.

She has published more than 100 scientific publications in a variety of international scientific journals and conference proceedings such as the *Journal of Service Management*, *International Journal of Advertising*, *Computers in Human Behavior*, *The Service Industries Journal*, *Journal of Business & Industrial Marketing*, *Journal of Marketing Management*, *Journal of Services Marketing*, *Journal of Marketing Communications*, *International Journal of Retail and Distribution Management*, and *Journal of Sport Management*. Her research interests include services marketing (tourism and sport), digital and social media marketing, brand management, relationship marketing, and nonprofit marketing. <https://rtsiotsou.wixsite.com/uomgr>

Olli Kuivalainen

**Professor of International Marketing and Entrepreneurship
Lappeenranta University of Technology, University School of
Business and Management, Finland**



Dr. Olli Kuivalainen is Professor of International Marketing and Entrepreneurship at LUT University School of Business and Management. His expertise covers broad areas of international business, marketing and entrepreneurship and their interplay. Current research topics are, for example, in the domain of international entrepreneurship, and decision-making in internationalisation. His academic work has been published in journals such as Journal of International Business Studies, Journal of World Business, International Business Review, International Marketing Review, Journal of International Marketing, Industrial Marketing Management, Technovation, and International Small Business Journal. He currently serves as an associate editor of International Marketing Review.

Tiia Vissak

Senior Researcher of International Business

School of Economics and Business Administration, University of Tartu, Estonia



Dr. Tiia Vissak received her PhD from the University of Tartu in 2003, where she is currently holding the position of a Senior Researcher of International Business. She is interested in nonlinear and linear internationalization: especially the pace, country and market entry mode selection, success factors and reasons for de- and re-internationalization but also measurement and improvement of export(ers') performance, the role of managers and other actors in internationalization, family and immigrant entrepreneurship and decision-making in international firms: e.g., effectual vs. causal logic. She has published in various journals – e.g., International Business Review, International Entrepreneurship and Management Journal and Journal of International Entrepreneurship – and books, led two research grants and supervised two PhD and 25 Master students. For more information, visit https://www.etis.ee/CV/Tiia_Vissak/eng?lang=ENG

Hannele Kauppinen-Räsänen
Researcher, University of Vaasa, Finland and
previously Professor of Marketing at International University of Monaco



Dr. Hannele Kauppinen-Räsänen works as a researcher at the University of Vaasa, Finland. Prior to the University of Vaasa, she held a position as Professor of Marketing at the International University of Monaco and various research and teaching positions at Hanken School of Economics in Helsinki and Vaasa, Finland. Dr. Kauppinen-Räsänen is an active researcher and she has published widely in academic journals like *Tourism Management*, the *International Journal of Contemporary Hospitality Management*, the *Journal of Business Research*, and the *Journal of Service Management*. She has received several awards for her publications.

Anestis K. Fotiadis
Professor of Tourism,
College of Business, Department of Management, Zayed University,
Abu Dhabi, United Arab Emirates



Dr. Anestis K. Fotiadis, is a Professor of Tourism at Zayed University, College of Business, Department of Management, Abu Dhabi, UAE. His research focuses on event management, rural tourism and sustainable development. He is lecturing for the modules “Principles of Tourism” & “Event Management” in undergraduate and postgraduate level. More of that he contributes to the knowledge base through scholarship, research, and creative work. His main area of research is associated with event management, theme park management, rural tourism and sustainable development. Recently he is working on neuroscience research and halal tourism research. He has published more than 40 research papers in international academic journals such as Tourism Management, Computers in Human Behavior, Technological Forecasting and Social Change and Journal of Business Research, along with several books and book chapters.

Domingo Ribeiro-Soriano
Professor of Business Administration,
Universitat de València, Spain



Dr. Domingo Ribeiro-Soriano is a Professor of Business Administration at the Universitat de València, Spain. He is also the director of the “Entrepreneurship: from student to entrepreneur” Chair. As a researcher, he has published more than 100 papers in SSCI-ranked journals. Throughout his career, he has edited and contributed to books, journals, and conferences and has delivered keynote speeches at international conferences. Currently, he is the Senior Associate Editor at Journal of Business Research and Associate Editor for Special Issues at Technological Forecasting and Social Change. He has also led several EU-funded projects, and contracts with private companies. Before starting his career in academia, he worked as a consultant at EY (formerly Ernst & Young).

Trude Furunes

Professor in leadership and organization,

Norwegian School of Hotel Management, University of Stavanger, Norway



Dr. Trude Furunes is professor in leadership and organization at the Norwegian School of Hotel Management, University of Stavanger, Norway. She holds a PhD in Leadership from University of Stavanger, and researches workforce issues in general, and hospitality workforce and human resource issues in particular. Furunes is Co-Chief Editor of Scandinavian Journal of Hospitality and Tourism (SJHT) since 2015. The Journal is published by Taylor & Francis and has an Impact Factor of 3.04. SJHT is this year celebrating its 20th Anniversary with a Special Issue including 10 papers providing a review and future research agenda of the ten most featured areas in Nordic tourism research.

Outline Schedule

Saturday 7th November

13:30 – 15:00: Opening and Keynote Session 1

13:30 – 13:45: Opening

Welcome by Professor of International Business Dr. Svetla Trifonova Marinova (AAUBS), and Dr. Dafnis N. Coudounaris Associate Professor (Visiting) in IB (AAUBS) and Editor in Chief of IJEXPORTM and NJT.

13:45 – 15:00: Keynote Session 1, Chair Svetla Trifonova Marinova

Peter Gabrielsson **13:45 – 14:10**

Professor of International Marketing

Topic: **“The Interface of International Marketing and Entrepreneurship Research”**

Antonella Zucchella **14:10 – 14:35**

Professor of Marketing

Topic: **“The Speed of the Internationalization of Businesses”**

Marin Marinov **14:35 – 15:00**

Professor of International Business

Topic: **“FDI in Central East Europe”**

15:00 – 15:20: Coffee and networking at ZOOM

15:20 – 16:10: Keynote Session 2, Chair Peter Björk

Metin Kozak **15:20 – 15:45**

Professor of Marketing

Topic: **“Recent Developments in Tourism Research”**

Rodoula Tsiotsou **15:45 – 16:10**

Professor of Services Marketing

Topic: **“Customer Journey Before, During and After Vacation in Social Media”.**

16:10 – 16:30: Coffee and networking at ZOOM

**1st SESSION: 16:30 – 17:50 Competitive Session 1: International Business: Chair
Peter Gabrielsson, Antonella Zucchella and Marin Marinov (4 papers)**

**Foreign Implementation Strategies and Export Modes: The case of Swiss
Manufacturing Multinational Firms**

Patrick Ischer, [Lamia Ben Hamida](#), Stefanie Hasler

Organization(s): University of Applied Sciences and Arts Western Switzerland, La Haute école de gestion Arc

**The Impact of Demographic Characteristics on Consumer Ethnocentrism and
Brand Perception: A CEE Country Perspective (Abstract No.: 104)**

[Andreea Bujac](#)¹, Veronica Maier²

Organization(s): 1: Aalborg University Business School, Denmark; 2: Technical University, Cluj Napoca, Romania

**The Effect of Institutional Distance on International Market Selection: Comparing
Export to Foreign Direct Investment (Abstract No. 105)**

[Desislava Georgieva Budeva](#), Gladys Torres-Baumgarten

Organization(s): Ramapo College of New Jersey, United States of America

Framing Sustainable Exports in Theory and Practice (Abstract No. 116)

[Per Engelseth](#)¹, Richard Glavee-Geo²

Organization(s): 1: University of Tromsø, Norway; 2: Norwegian University of Technology and Science, Norway

**17:50 – 18:15: Professor of Asian Economy Peter Hwang presents
„Asian Business after Covid-19: The case of China“**

**2nd SESSION: 18:15 – 19:35 Competitive Session 2: Tourism Management and
Brand Management: Chair Metin Kozak and Rodoula Tsiotsou (4 papers)**

**Antecedents and outcomes of three value outcomes: Interactive value formation
at Airbnb (Abstract No. 107)**

[Erose Sthapit](#)¹, Peter Björk²

Organization(s): 1: Haaga-Helia University of Applied Sciences, Finland; 2: HANKEN School of Economics, Finland

**Travelers Satisfaction at Covid19 Quarantine Centers in Saudi Arabia (Abstract
No. 103)**

Ali Medabesh, [Syed Md Faisal Ali Khan](#)

Organization(s): Jazan University, Saudi Arabia

**The influence of happiness on memorable tourism experience and behavioral
intentions: The case of St. Petersburg (Abstract No. 102)**

Dafnis Coudounaris¹, [Salome Kapanadze](#)², Eröse Sthapit³, Olga Kvasova⁴

Organization(s): 1: University of Tartu, Estonia; 2: University of Tartu; 3: Haaga-Helia University of Applied Sciences, Finland; 4: University of Central Lancashire, Cyprus

Measuring the Sustainability Capability through Circular Economy Practices: The Case of H&M

[Mohammad B. Rana](#)¹, [Syed Ahmed Tajuddin](#)²

Organization(s): 1: Aalborg University Business School, Denmark; 2: World University of Bangladesh, Bangladesh

3rd SESSION: 19:35 – 19:55 Competitive Session 3: International Business: Chair Dafnis Coudounaris (1 paper)

Knowledge sharing and new product innovation by multinational firms: Theoretical insights, (Abstract No. 118)

[Zeeshan Ullah](#)¹

Organization(s): 1: University of Oulu, Finland

19:55 – 20:25: Awards

Presenting five awards for best papers by Inderscience Publishers, awards to keynote speakers and awards to reviewers of IJEXPORTM

20:25 – 21:00: On-line socialization at ZOOM

Sunday 8th November

4th SESSION: 8:00 – 9:25 Competitive Session 4: Entrepreneurship : Chair Olli Kuivalainen and Tiia Vissak (4 papers)

Attitudes and attitude change versus social representations: The shift from causation to effectuation for international entrepreneurs (Abstract No. 101)

[Henrik Arvidsson](#)¹, Dafnis Coudounaris², Ruslana Arvidsson³

Organization(s): 1: University of Tartu, Estonia; 2: Aalborg University Business School, Denmark and University of Tartu, Estonia; 3: Institute of Innovation Governance, Estonia

Developments on effectuation vs causation: A recent literature review (Abstract No.100)

Dafnis Coudounaris¹, [Henrik Arvidsson](#)²

Organization(s): 1: Aalborg University Business School, Denmark and University of Tartu, Estonia; 2: University of Tartu, Estonia

Entrepreneurial Journey of Born-Global Start-up: The Case of an Open Engineering Platform (Abstract No. 112)

[Tõnis Mets](#)¹

Organization(s): 1: University of Tartu, Estonia

Base of the pyramid entrepreneurship in affluent western economies: An exploratory assessment of drivers and survival factors of gig economy entrepreneurs (Abstract No. 113)

[Ahmad Arslan](#)¹, Nasib Al-Nabulsi²

Organization(s): 1: University of Oulu, Finland; 2: Independent researcher and previously was at HANKEN School of Economics, Finland

9:25 – 10:25: Keynote Session 3, Chair Dafnis Coudounaris

International Marketing Review (IMR) by Olli Kuivalainen 9:25 – 9:50

Journal of Business Research (JBR) and Technology Forecasting and Social Change (TFSC) by Domingo Ribeiro-Soriano 9:50 – 10:25

10:25 – 10:45: Coffee and networking at ZOOM

10:45 – 11:35: Keynote Session 4, Chair Marin Marinov

Olli Kuivalainen 10:45 – 11:10

Professor of International Marketing and Entrepreneurship

Topic: “**Heuristics and Biases in International Entrepreneurship: what and when?**”

Tiia Vissak 11:10 – 11:35

Senior Researcher of International Business

Topic: “**Mature Born Global’s Performance**”

5th SESSION: 11:35 – 12:55 Competitive Session 5: International Business, Consumer Behaviour, Chair Peter Gabrielsson and Marin Marinov (4 papers) Talent Management, 11:35 – 11:55

[Park Hyun Mi](#)¹

Organization(s): 1: Coventry University, United Kingdom

Social value creation in African BOP markets by construction innovations: A case study of a Finnish family owned small and medium sized enterprise (Abstract No. 110), 11:55– 12:15

[Ahmad Arslan](#)¹, Samppa Kamara¹, Shlomo Y. Tarba²

Organization(s): 1: University of Oulu, Finland; 2: University of Birmingham, United Kingdom

Internationalisation of UK SMEs (Abstract No. 111), 12:15 – 12:35

[Dafnis Coudounaris](#)¹

Organization(s): 1: Aalborg University Business School, Denmark and University of Tartu, School of Economics and Business Administration, Estonia

The Interplay Between Global and Domestic Brands Across Sultanate of Oman and Malaysia: A Conceptual Approach (Abstract No. 109), 12:35 – 12:55

[Sohel Ahmed](#), Aisha Salim Al-Araimi

Organization(s): Mazoon College, Oman

LUNCH and networking: 13:00 – 13:45 at ZOOM

13:45 – 15:00: Keynote Session 5, Chair Peter Björk

Anestis Fotiadis **13:45 – 14:10**

Professor of Tourism

Topic: “**Smart Hoteling**”

Hannele Kauppinen-Räsänen **14:10 – 14:35**

Researcher and previously Professor of Marketing

Topic: “**Mindful Masstourism**”

Scandinavian Journal of Hospitality and Tourism (SJHT) by

Trude Furunes 14:35 – 15:00

6th SESSION: 15:00 – 16:40 Competitive Session 6: International Business and Consumer Behaviour, Chair Svetla Trifonova Marinova (6 papers)

Competitiveness of Export Firm in COVID-19 Scenario, (Abstract No. 115)

15:00 – 15:20

Valeska V. Geldres-Weiss¹, Pedro E. Guerrero-Stuardo¹, Natalia B. Arcos-Pino²

Organization(s): 1: Universidad de La Frontera, Chile; 2: ProChile, Chile

The effect of narcissism on maladaptive consumer behaviour during the COVID-19 pandemic, 15:20 – 15:40

Angela Constantinou¹, Olga Kvasova¹, Mitchell Jonathan Larson², Michael Christofi³

Organization(s): 1: University of Central Lancashire, Cyprus; 2: UCLan, United Kingdom; 3: University of Nicosia, Cyprus

Hyper - Connected World: Brand Resonance & Service Quality, (Abstract No. 114)

15:40 – 16:00

Samuel Kusi¹

Organization(s): 1: University of Vaasa, Finland

An investigation of how female millennial engage with pure-play businesses through Instagram posts (Abstract No. 108) 16:00 – 16:20

Elena Chatzopoulou¹

Organization(s): 1: Kent University, United Kingdom

Brand equity and its antecedents: An Estonian beer (Abstract No. 106)

16:20 – 16:40

Dafnis Coudounaris¹, Rustam Asadli², Andreea Bujac³

Organization(s): 1: Aalborg University Business School, Denmark and University of Tartu, Estonia; 2: University of Tartu, Estonia; 3: Aalborg University Business School, Denmark

The good, the bad and the ugly of study abroad programs. Do they really prepare internationally-minded graduates? (Abstract No. 117) 16:40 – 17:00

Agnieszka Chwiałkowska¹

Organization(s): 1: University of West Georgia, United States of America

17:00 – 17:20: Sponsors

International Journal of Export Marketing (IJEXPORTM) and
Nordic Journal of Tourism (NJT) by Editor in Chief Dr. Dafnis N. Coudounaris

17:20 – 17:40: Closing Session

Dafnis N. Coudounaris, Chair of 2nd Nordic IB, Export Marketing & Tourism Conference 2020
Professor Svetla Trifonova Marinova, Aalborg University Business School, Denmark

END OF THE CONFERENCE

ABSTRACTS

Development on effectuation vs causation: A recent literature review (Abstract No. 100)

Dafnis Coudounaris¹, [Henrik Arvidsson²](#)

Organization(s): 1: Aalborg University Business School, Denmark and University of Tartu, Estonia; 2: University of Tartu, Estonia

Abstract

Purpose: The aim of this study is twofold, to summarize research on the theory of effectuation and to examine its strengths and weaknesses.

Methodology: In total, the study uses 94 peer-reviewed articles on effectuation, which is a decision-making logic.

Findings: Despite the fact that the theory of effectuation was formulated in 2001, still, to a large extent, it has not moved away from the realm of small entrepreneurial firms. The development of effectuation logic has accelerated in recent years, but still, the bulk of the research focuses on small entrepreneurial firms rather than on the application of the theory in larger, non-entrepreneurial firms. Furthermore, effectuation theory would benefit from evolution into the realm of psychology and sociology.

Originality/value: This study offers a critique of effectuation and discusses the effectual logic for larger firms. The exponential growth of studies on effectuation during recent years i.e. 2017-2019 shows that researchers respond to the calls by leading authors that the effectuation theory is a field with great potential for further theoretical developments. This study reveals a greater variety of studies on effectuation and causality compared to the literature review for the period 2001-2016 done by Matalamäki (2017). Conclusions, implications, limitations and future research are discussed.

Keywords: Effectuation, causation, theory development, critical review, entrepreneurship, international business.

Attitudes and attitude change versus social representations: The shift from causation to effectuation for international entrepreneurs (Abstract No. 101)

[Henrik Arvidsson¹](#), Dafnis Coudounaris², Ruslana Arvidsson³

Organization(s): 1: University of Tartu, Estonia; 2: Aalborg University Business School, Denmark and University of Tartu, Estonia; 3: Institute of Innovation Governance, Estonia

Abstract

The purpose of this study is to investigate attitudes and attitude change of international entrepreneurs and the theory of social representations and to connect them to the theory of effectuation. This is a qualitative study based on 10 interviews which were organized among a convenience sample of international entrepreneurs who studied business. Five entrepreneurs were women and the rest five were men. The study reveals that the shift of decision-making logic occurs mainly through high-effort processes after the entrepreneurial debut, and during the study period attitudes towards a specific decision-making logic were mainly formed through low-effort processes. This study investigates the initial attitudes and change in attitudes of international entrepreneurs related to effectuation and causation. Conclusions, implications, limitations and future research are discussed.

Keywords: Attitudes, attitude change, personality, social representations, effectuation, causation, social representations theory, international entrepreneurship, international business.

The influence of happiness on memorable tourism experience and behavioral intentions: The case of St. Petersburg (Abstract No. 102)

Dafnis Coudounaris¹, [Salome Kapanadze²](#), Eroze Sthapit³, Olga Kvasova⁴

Organization(s): 1: University of Tartu, Estonia; 2: University of Tartu; 3: Haaga-Helia University of Applied Sciences, Finland; 4: University of Central Lancashire (UCLan), Cyprus

Abstract

This study has the purpose of investigating the impact of happiness on memorable tourism experience (MTE), which in turn influences behavioral intentions (BI).

The study uses a sample of convenience of 103 individuals who visited St. Petersburg, which is a cultural centre. The questionnaire was uploaded on the connect.ee platform, and a hard copy was given to students and employees of the University of Tartu, who were asked to complete it. SPSS software was utilized as well as SmartPLS3 software.

The study reveals that the PLS model had a good reliability and validity. Happiness had a positive and significant influence of the seven dimensions of memorable tourism experience, which in turn influenced behavioral intentions. Ten of the hypotheses were statistically significant and positive, whereas four MTE dimensions of hedonism, novelty, meaningfulness and knowledge to behavioral intentions were rejected. Further, the relationship between happiness to behavioral intentions was rejected. T-test analysis revealed that there were significant differences between dual samples of male vs female, persons under 29 years vs over 29 years, persons with bachelor's degree vs master's degree, unemployed vs employed persons and Estonians vs Russians. These differences may provide useful insights for managers working in tourism sector.

This is the first study using the destination of St. Petersburg, which is a cultural centre, to evaluate the influence of happiness on MTE dimensions and BI.

Keywords: Happiness, memorable tourism experience, behavioral intentions, St. Peterburg, SmartPLS3

Travelers Satisfaction at Covid19 Quarantine Centers in Saudi Arabia (Abstract No. 103)

Ali Medabesh, [Syed Md Faisal Ali Khan](#)

Organization(s): Jazan University, Saudi Arabia

Abstract

Background: Due to global pandemic Covid 19 the tourism industry is badly effected and so the travelers are. The free movements of the travelers are restricted due to high potential of the virus to spread. Travelers visiting the kingdom has to spend 14 days in a quarantine as per the guidelines from WHO to stop spreading of the infection. Several hotels and other centers were converted to quarantine centers for the travelers visiting the kingdom from overseas. Quarantine centers in the kingdom provides several amenities and services associated to compliance requirement as well as service satisfaction to the travelers which are discussed in the study. This research explores and measures, the satisfaction among the travelers who are quarantined in the different quarantine centers of Saudi Arabia.

Methods: This study reviews the literature about different guidelines to comply the requirements of quarantine centers. The study also reviews WHO quarantine compliance for the tourism industry as well as hotels which are reserved for quarantining the travelers. Conceptual as well as critical examination model and explanatory research design is used with the statistical conclusion to understand quarantine centers and services associated. The focus of the study is measuring the satisfaction with the services provided in quarantine centers. The main objective of this research is to endorse, various factors associated with the quarantine services and its impact on travelers' satisfaction.

Results: The research results show that the effectiveness of services in the quarantine centers and its significant impact upon the satisfaction level of the tourist.

Conclusion: The study provides an effective relationship among the quarantine services and satisfaction level among the tourists. The satisfaction level is found to be satisfactory with the services been provided.

Keywords: Quarantine Centers, Covid19, Corona Virus, Travelers Satisfaction, Satisfaction, Hotels, Satisfaction Index, Tourism, Saudi Arabia.

The Impact of Demographic Characteristics on Consumer Ethnocentrism and Brand Perception: A CEE Country Perspective (Abstract No. 104)

[Andreea Bujac](#)¹, [Veronica Maier](#)²

Organization(s): 1: Aalborg University Business School, Denmark; 2: Technical University, Cluj Napoca, Romania

Abstract

The present study investigates the impact of demographic factors on the perception of branded products in a Central Eastern European country, Romania. Data was collected using a survey method that produced 317 usable responses. SPSS was used to do all the analyses, using factor and variance analyses to respondents' perceptions and relationships between the variables. The results suggest that ethnocentric tendencies proportionally increase with the age, with older Romanian consumers having stronger ethnocentric tendencies than the younger ones. Furthermore, female consumers in Romania appear to be more ethnocentric than their male counterparts. In the same manner consumers with lesser education in Romania tend to be more ethnocentric and show higher preference for Romanian brands. With regard to income, it has been found that higher levels of income provide consumers with more opportunities to travel out of their countries, to become more exposed to foreign products and generally develop broader cosmopolitan view of the other societies. This exposure influences their purchasing behaviour. The study provides an empirical foundation for the theoretical insights and provides a basis for subsequent research in other emerging market economy contexts.

Keywords: Consumer behaviour, consumer insights, audience response, brand perception, consumer ethnocentrism, Romania, demographic factors, emerging markets.

The Effect of Institutional Distance on International Market Selection: Comparing Export to Foreign Direct Investment (Abstract No. 105)

[Desislava Georgieva Budeva](#), [Gladys Torres-Baumgarten](#)

Organization(s): Ramapo College of New Jersey, United States of America

Abstract

The goal of the current paper is to investigate the effect of institutional distance on market expansion. We specifically focus on two dependent variables, export and foreign direct investments (FDI) from the U.S. The research uses a cross-sectional time-series analysis to test the influence of institutional factors on exports and FDI.

Findings – Institutional environment strongly affects export activity between two countries. The regulative, normative, and cultural dimensions of the institutional environment vary in importance across different products that are being exported. Of the three, culture turns out to be the most persistent in significance and importance. Our framework allows companies to classify markets with regards to these macro variables and then investigate international expansion opportunities.

Research limitations – A U.S. centric approach using exports and FDIs from the US as the dependent variable.

Practical implications – Results suggest that managers can also use our institutional framework to evaluate international marketing opportunities. The models allow managers to segment and evaluate markets not only at a generic level but also at a disaggregated, product-specific level.

Originality/value –The selection of our segmentation variables is based on theory. We propose an alternative measure of culture that turns out to be a very strong predictor of trade flow between two countries and differentiate across products.

Keywords: Institutional theory, modes of entry, FDI, export

Brand equity and its antecedents: An Estonian beer (Abstract No.: 106)

Dafnis Coudounaris¹, [Rustam Asadli²](#), Andreea Bujac³

Organization(s): 1: Aalborg University Business School, Denmark and University of Tartu, Estonia;

2: University of Tartu, Estonia; 3: Aalborg University Business School, Denmark

Abstract

This study aims to find whether brand equity components of A. Le Coq beer have an impact on its overall brand equity in the Estonian brewery market. In order to achieve this goal, an empirical study was conducted based on Jillapalli and Jillapalli's (2014) customer-based brand equity model. The study utilized a sample of convenience of 120 University of Tartu students. The results show that brand meaning has a strong positive effect on attachment strength, which significantly influences relationship factors – commitment, trust, satisfaction. Another major finding is that two of the relationship factors – trust and satisfaction - play a significant role in the development of brand equity of A. Le Coq beer. The study provides useful insights for brewery marketing managers into developing strong brand equity and it contributes to the literature on brand equity.

Keywords: Brand equity, theory of trust/commitment, branding, brewery sector, beer, SmartPLS3

Antecedents and outcomes of three value outcomes: Interactive value formation at Airbnb (Abstract No. 107)

[Erose Sthapit¹](#), Peter Björk²

Organization(s): 1: Haaga-Helia University of Applied Sciences, Finland; 2: HANKEN School of Economics, Finland

Abstract

The present study explores interactive value formation, particularly the antecedents of three value outcomes in the Airbnb context: value co-creation, value co-destruction and value co-recovery. This study focuses on reviews posted online by Airbnb guests in English. These posts contained customers' positive and negative experiences with Airbnb on Trustpilot. The data analysis using grounded theory research design identified two main themes that reflected the antecedents of value co-creation, co-destruction and co-recovery (company's customer service and hosts' actions). First, after a service failure, many guests experienced value co-destruction because they felt that Airbnb's customer service agents could not solve their problems in a timely and proper manner, while the use of successful recovery efforts by the service agents served as an antidote to value co-destruction, thereby contributing to value co-recovery. Second, host's friendly behaviour, including prompt communication between the host and the guest, led to value co-creation. On the contrary, lack of communication and unethical actions by the host generated value co-destruction among the guests and resulted in a decline in their well-being. The findings suggest that a specific value dimensions can alone act as an antecedent of either value co-creation or value co-recovery, while their inadequate integration in the interactive value formation processes leads to value co-destruction.

Keywords: Value co-creation, value co-destruction, value co-recovery, service failure, interactive value formation

An investigation of how female millennial engage with pure-play businesses through Instagram posts (Abstract No. 108)

[Elena Chatzopoulou](#)¹

Organization(s): 1: Kent University, United Kingdom

Abstract

While directly engaging customers with brand messages is a key advantage of social media platforms, marketers still struggle with designing popular brand message posts. The purpose of this study is to examine how various characteristics of brand posts, such as content and media types, influence online engagement on fashion pure-play Instagram profiles. Semi-structured interviews were conducted to explore female millennials' perception of the relations between particular post characteristics and online engagement activities. The results indicate that informational content is the most popular and can increase engagement through liking, saving, and tagging. Remuneration and social content can increase the level of liking and tagging if the content is relevant. Aspirational posts emerged as a new content category which leads to engagement behaviour (liking and tagging). Content, including a statement or a question lead to higher levels of commenting. In terms of media types, photos reveal the highest level of engagement through liking. Story features can increase the level of viewing, swiping up and poll voting. This study uncovers new post characteristics and engagement activities not identified in previous literature. With the findings of this study, social media managers can influence the level of engagement over posts by integrating particular elements in their communication activities.

Keywords: Instagram, pure-play, online engagement, brand post, content type, media type

The Interplay Between Global and Domestic Brands Across Sultanate of Oman and Malaysia: A Conceptual Approach, (Abstract No. 109)

[Sohel Ahmed](#), Aisha Salim Al-Araimi

Organization(s): Mazoon College, Oman

Abstract

Global and domestic brand interplay may have significant effects on the branding strategies of marketers, particularly in the tourism sector. Although it is acknowledged that partnering with the global brand has a positive impact on brand loyalty, could brand value co-creation help domestic brands to get the same brand loyalty? At this point, we as a researcher find there is a research gap, which is how has brand value co-creation had an influence on global versus domestic brands on the relationship of brand loyalty? As per good knowledge, this study is a first attempt to give light on this research gap by providing a conceptual model. This study ultimately contributes to the knowledge and practices on the power of brand value co-creation in bringing brand loyalty and branding strategies, particularly how domestic (i.e. Omani and Malaysian) brands can build loyalty against their global rivals and vice versa.

Keywords: Brand, Value co-creation, Tourism, Loyalty, Cross-country

Social value creation in African BOP markets by construction innovations: A case study of a Finnish family owned small and medium sized enterprise (Abstract No. 110)

[Ahmad Arslan](#)¹, Samppa Kamara¹, Shlomo Y. Tarba²

Organization(s): 1: University of Oulu, Finland; 2: University of Birmingham, United Kingdom

Abstract

Base of the pyramid (BOP) markets are increasingly gaining attention of management researchers including international business (IB) scholars since the term was coined by

Prahalad at the beginning of the current century (e.g. Prahalad, 2006). Many researchers analysing different aspects of BOP have focused on different African countries as an empirical context due to the presence of a large BOP population segment there. Since last few years, social value creation has emerged as an important theme in management studies generally and BOP focused research specifically (e.g. Kroeger & Weber, 2014; Singh, 2016; Sinkovics & Archie-Acheampong, 2020). It should further be noted that prior research on the construction sector established that the construction sector has significant potential to create social value (including for the BOP population segment) as affordable housing is an important need there (e.g. Finkel, 2015; Loosemore & Higgon, 2015; Barraket & Loosemore, 2018). However, along with addressing the housing issue (by offering affordable housing), the construction sector can play an important role in skills development of local employees also as highlighted by recent studies including the ones focusing on Africa (e.g. Loosemore & Higgon, 2015; Gölgeci *et al.*, 2020).

It is further important to mention that social value creation in international markets' research is rather dominated by studies focusing on large multinational enterprises with small and medium sized enterprises (SMEs) receiving a rather limited attention. This relative dearth of research becomes even more visible in the case of family-owned SMEs from developed western countries (including Nordic countries) particularly in Africa. Our paper presents a case study of a Finnish family owned firm operating in South-central African countries, which provides a range of innovative construction solutions to the BOP consumers. These solutions not only include affordable houses but also innovative agricultural products storage facilities as well as remodelling whole villages using sustainable and affordable construction materials and technologies. Along with these innovative solutions, the case firm also tries to play its role in skills development of the workers. This paper aims to contribute to the extant family owned SMEs' international operations literature as well as social innovation, value creation and BOP literature streams. We will present preliminary findings of our study during the presentation in the conference.

Keywords: Africa, BOP, Construction sector, Family-owned firm, Internationalization, and Social value creation.

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Internationalisation of UK SMEs (Abstract No. 111)

[Dafnis Coudounaris¹](#)

Organization(s): 1: Aalborg University Business School, Denmark and University of Tartu, School of Economics and Business Administration, Estonia

Abstract

This study develops a descriptive behavioral model for the internationalization process of UK smaller-sized firms. The model is consisted of four forces leading to a successful business. The four forces include a) the non-exporting activity, b) the activity beyond, and after the first export order, c) differences and similarities between non-exporters and exporters, and d) the regular exporting activity. This model demonstrates the important determinants which shape the successful exporting activity. Empirical evidence suggests the major differences between nonexporters and exporters which include the differences of the management perceptions towards exporting, the differences and similarities of firm and management characteristics, explain only to a degree the successful exporting behavior. The model is considered useful for smaller businesses located in the UK.

Keywords: Internationalisation process, SMEs, UK, non-exporting activity, activity beyond first export order, activity after first export order, differences between exporters and non-exporters in management and firm characteristics, regular exporting activity.

Entrepreneurial Journey of Born-Global Start-up: The Case of an Open Engineering Platform (Abstract No. 112)

[Tõnis Mets¹](#)

Organization(s): 1: University of Tartu, Estonia

Abstract

As a rule, SMEs of small country origin, based on the results of the new technology development, are Born Global (BG) High Technology Small Firms (HTSFs). Their startup ecosystem and development trajectory are much more complex than in simpler businesses. Often startup HTSEs are acquired up by global players.

The paper aims to disclose the entrepreneurial journey and shaping its factors of hi-tech startup reaching global open innovation (OI) platform on the example of GrabCAD. That means finding answers to questions: what is and what happens within the globalisation process technology entrepreneur(s)-innovator(s) follow in their entrepreneurial journey; necessary prerequisites for creating an OI platform for global cooperation; how to interpret the events and artefacts marking milestones of the entrepreneurial journey and defining conclusions for the society/country of origin for the startup. The GrabCAD case demonstrates the importance of the combination of different factors, opening a window of opportunity and how they depend on the timing of processes. Understanding these processes is essential for both the HTSF startup entrepreneurs and the policymakers of the respective ecosystem, especially in a small country.

Keywords: Entrepreneurial journey, Born Global (BG) startup, Open Innovation (OI), Engineering platform, High Technology Small Firm (HTSF)

Base of the pyramid entrepreneurship in affluent western economies: An exploratory assessment of drivers and survival factors of gig economy entrepreneurs (Abstract No. 113)

[Ahmad Arslan¹](#), [Nasib Al-Nabulsi²](#)

Organization(s): 1: University of Oulu, Finland; 2: Independent researcher and previously was at HANKEN School of Economics, Finland

Abstract

Base of the pyramid (BOP) research has become visible in different streams in management and organization studies since its introduction by Prahalad in early 2000s (e.g. Prahalad, 2006). However, literature review reveals that most of BOP research has focused on developing and emerging economies due to the obvious reasons of presence of large BOP population segments there. Nevertheless, in recent years, some scholars have started to highlight the fact that BOP phenomenon is not limited to developing and emerging economies only, but it is also visible in affluent (developed) western economies as well (e.g. Angot and Plé, 2015; Gold *et al.*, forthcoming). Prior economics and other social sciences literature have generated ample evidence of inequality and relative poverty in affluent western economies (e.g. Jäntti and Denzinger, 2000; Dorling, 2018; Atkinson, 2019). The social and economic trends including austerity since the last financial crisis, increased immigration and changing industrial dynamics where many jobs have been relocated to the cheaper locations, have further contributed to relative poverty and inequality in these economies (e.g. Cucca and Ranci, 2016; Taylor-Gooby *et al.*, 2017). At the same time, the rise of the gig economy, and workers in it being viewed as “entrepreneurs” by many platform organizations is another trend which is increasingly gaining interest by the scholars (e.g. Crouch, 2019; Vallas and Schor, 2020). The ongoing COVID-19 pandemic is expected to further contribute to these trends. Hence, it is rather reasonable to expect that the BOP phenomenon is going to become more visible in affluent and developed western economies, which makes understanding its different dynamics very important from an academic perspective. Our in-process paper is also an attempt in this concern, where we aim to specifically focus on BOP entrepreneurship with a specific focus on gig economy in the affluent economies.

We are undertaking an exploratory qualitative study of multiple BOP entrepreneurs operating in the gig economy sectors in Finland and the UK. We will be particularly focusing on gig economy BOP entrepreneurs operating in delivery and logistics services. We aim to understand the key survival factors of such entrepreneurial ventures with a particular focus on the role of social capital (and social network) as well as risk propensity and resilience in both starting the entrepreneurial venture as well as its continuation (survival) later. Another key aspect which is being explored in this paper relates to the (potential) differences between gig economy BOP entrepreneurs who are recent immigrants to these affluent economies vs. others. Once completed, we expect our paper to contribute to BOP in affluent economies literature as well as to ethnic minority entrepreneurship, social capital and resilience literature streams. We aim to present an overview as well as preliminary findings during the conference presentation.

Keywords: Affluent economies, BOP, Entrepreneurship, Gig economy, Resilience and Social Capital.

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Hyper - Connected World: Brand Resonance & Service Quality, (Abstract No. 114)

[Samuel Kusi](#)¹

Organization(s): 1: University of Vaasa, Finland

Abstract

The hyper-connected world has transformed the world through technological infrastructures such as mobile apps, social media, and other technological enablements. This has tremendously transformed how brands and brand management are nurtured and grow. Coupled with widely available information, has brought a significant challenge to brands. Consumers can appreciate brands through these technological mediums. Thus, the hyperconnected world transpires through people-to-people, device-to-device, device-to-people, organizations-to-people. A recent study concludes there needs a rethinking of brands and management theories to keep abreast of the changing patterns of the hyper-connected world and technology infrastructure. We see service quality brands and brand management as a big challenge in this new dispensation. This study conceptualises service quality in branding in the hyper-connected world. We propose that the service quality of brands and branding in a hyper-connected world differs from the traditional understanding of service quality due to the multiplexity of measurement criteria, for instance, perceptual differences due to cultural background, access to technology infrastructures, and developed versus developing. Thus, brands are now co-created by firms, customers, and other relevant stakeholders. Moreover, excess customer feedback might dilute the brand values that are fundamental in offering differentiation. The trade-off, service quality perception, information overload, and churn create a complex atmosphere for brands and brand management.

Keywords: Hyper-connected world, brand management, service quality, digital infrastructure.

Competitiveness of Export Firm in COVID-19 Scenario, (Abstract No. 115)

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Abstract

Falciola et al (2020) define and measure firm competitiveness through a multidimensional framework that assesses the behavior of businesses themselves. In this work we analyze variables that are affecting the competitiveness of exporting firms in the context of COVID-19. Based on the work of Falciola et al (2020), we propose to delve into some variables that the pandemic has brought to light in international business. The challenges that export firms face today are related to digital transformation, logistics, human resource management, networking, quality and sustainability. To achieve progress in these challenges, national export promotion policies are also a relevant support, especially for small and medium-sized enterprises. And it is the export promotion organizations that are taking the first steps in supporting companies in these challenges, which today are global.

Keywords: Exports, firm competitiveness, COVID-19, firm internationalization.

Framing Sustainable Exports in Theory and Practice (Abstract No. 116)

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Abstract

Increasingly exporters need to take into consideration sustainable exports. This paper is an academic exercise which seeks to develop an analytical framework to demonstrate what constitutes sustainable exports as market embedded inter-organizational function. Influences of this investigation include institutional economics and sociology. The developed framework guides investigation of five published cases of exporting behaviour. Here we re-tell the narratives following this alternative framework. New insight on each case includes considerations of sustainability as well as exporting as an emergent exchange process. This framework also gives guidance for a new research agenda on the topic of sustainable export.

Keywords: Sustainable exports, framing, overflowing, exchange economy, integration, interdependency.

The good, the bad and the ugly of study abroad programs. Do they really prepare internationally-minded graduates? (Abstract No. 117)

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Abstract

While no one negates that travel broadens the mind, not every international trip produces the same outcomes. Study abroad programs may involve immersion in the local community, participation in lectures at host institutions, and company visits. Sadly, some are reduced to an organized sightseeing tour. They can also vary in length (one-week intensive international programs vs. yearlong exchange study programs). Among expected outcomes of study abroad programs is increased intercultural competence. However, not every study abroad program is planned in such a way as to enable the accomplishment of these goals and maximize the positive impact on participating students. Therefore, this research, based on the insights from nearly 100 participating students and staff working at international offices, seeks to identify components that make some study abroad programs more effective than others at increasing students' cross-cultural competence and prepare internationally-minded graduates. The data was collected through interviews and personal essays.

Keywords: Study abroad programs, intensive international program, exchange study program, intercultural competence, cross-cultural skills.

Knowledge sharing and new product innovation by multinational firms: Theoretical insights, (Abstract No. 118)

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Abstract

Purpose of this paper is to theoretically explore the knowledge sharing in MNCs for new product innovation. This paper theoretically explores the moderating role of learning culture between knowledge sharing and human capital development. This paper also explores the role of knowledge sharing in new product innovation through human capital development.

Relevant literature is reviewed to conceptually analyze the knowledge sharing in MNCs based upon knowledge-based view. Based upon theoretical justification of internal boundaries within

MNCs, this paper theoretically proposes the moderating role of learning culture between knowledge sharing and human capital development in MNCs for new product innovation for future studies.

Keywords: MNCs, Knowledge Sharing, Learning Culture, Human Capital, New product innovation

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**Note: The conference event will be performed on Time Zone Nicosia/
Helsinki/ Athens/ Tallinn GMT+2 hours**

PREVIOUS PHOTOS

Gala Dinner at Restaurant CRU, Viru 8, 10140 Tallinn at Inaugural Nordic IB and Export Marketing Conference 2018







Participants at the conference.



Five keynote speakers are from left to right Mika Gabrielsson, Carlos M.P. Sousa, Olli Kuivalainen, Jorma Larimo and Kadri Ukrainski. Dafnis Coudounaris was the Chair of the conference and Urmas Varblane was the host of the conference.



Kissing couple: Symbol of Town Hall Square of Tartu

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